

DOE Technical Assistance Training

March 23 – May 18, 2022

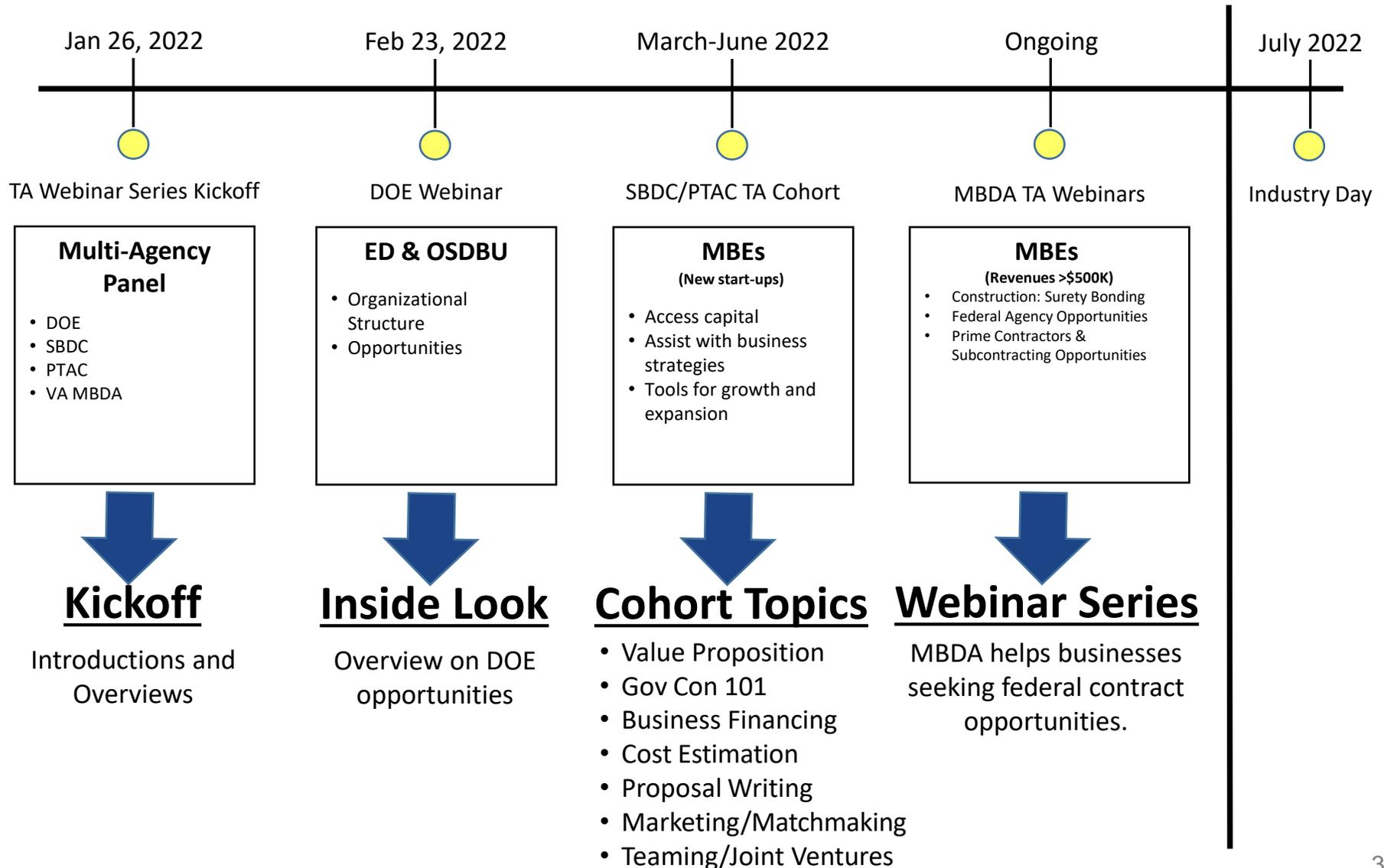
Timm Johnson – Director, Mason SBDC
George Siragusa, Senior Business Counselor



March 23 Technical Assistance Cohort – Goals and Schedule

- Small Business Technical Assistance Webinar Series Program
- Introduction and about the Mason Small Business Development Center and Virginia Procurement Technical Assistance Center (PTAC)
- 9 Week Cohort Schedule
- Today's Schedule
- Goals – Preparing for Success, best practices for Contractors entering or growing within the Government Contracting Marketplace
- Attendees will have an active status in SAM.gov
- Who is attending today?

MBEs/Small Business Technical Assistance Webinar Series



<https://www.energy.gov/osdbu/doe-office-economic-impact-and-diversity-reducing-barriers-bridge-doe-opportunities-technical>

DOE Office of Economic Impact and Diversity: Reducing Barriers to DOE Opportunities, Technical Assistance Webinar - January 26, 2022

Office of Small and Disadvantaged Business Utilization

[Office of Small and Disadvantaged Business Utilization »](#)

DOE Office of Economic Impact and Diversity: Reducing Barriers to DOE Opportunities, Technical Assistance Webinar - January 26, 2022

Agenda

The agenda to the [DOE Office of Economic Impact and Diversity Technical Assistance Webinar: Reducing Barriers to DOE Opportunities](#) on January 26, 2022

Speaker Presentations

Combined Presentations for the [Office of Economic Impact and Diversity: Reducing Barriers to DOE Opportunities Technical Assistance Webinar](#) on January 26, 2022.

Video Recording

[Click here](#) for the link to the video recording of the DOE Office of Economic Impact and Diversity: Reducing Barriers to DOE Opportunities Technical Assistance Webinar - January 26, 2022.

DOE Office of Economic Impact and Diversity: Reducing Barriers - A Bridge to DOE Opportunities, Technical Assistance Webinar - February 23, 2022

Office of Small and Disadvantaged Business Utilization

[Office of Small and Disadvantaged Business Utilization »](#)

DOE Office of Economic Impact and Diversity: Reducing Barriers - A Bridge to DOE Opportunities, Technical Assistance Webinar - February 23, 2022

Agenda

The agenda to the [DOE Office of Economic Impact and Diversity Technical Assistance Webinar: Reducing Barriers - A Bridge to DOE Opportunities](#) on February 23, 2022.

Speaker Presentations

Combined presentations for the [Office of Economic Impact and Diversity: Reducing Barriers - A Bridge to DOE Opportunities Technical Assistance Webinar](#) on February 23, 2022.

Video Recording

[Click here](#) for the link to the video recording of the DOE Office of Economic Impact and Diversity: Reducing Barriers - A Bridge to DOE Opportunities Technical Assistance Webinar on February 23, 2022.



Prime Opportunities

Gary Lyttek

Senior Business Source Manager, Office of Acquisition and Project Management, **National Nuclear Security Administration**

Byron McCollum

Procurement Analyst & Small Business Program Manager, **Western Area Power Administration**

Jennifer Scharrer

Small Business Program Manager/Procurement Analyst, Finance & Acquisition Center, **National Energy Technology Laboratory**

Aaron Deckard

Procurement Director, Office of Environmental Management, **Environment Management Consolidated Business Center**



Subcontracting Opportunities

Alex Agyemang

Small Business Liaison Officer, Supply Chain Management, **Savannah River Nuclear Solutions**

Eric Lochausen

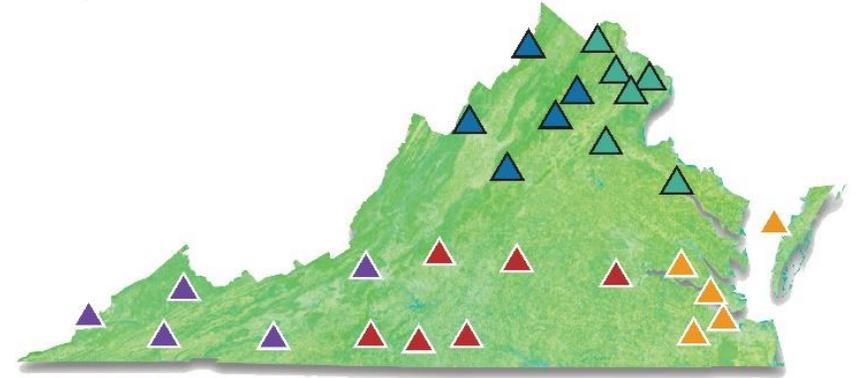
Supplier Diversity Advocate, Supply Chain Risk Management & Supplier Diversity Dept, **Sandia National Laboratories**

Alexis Alcantar

Small Business Liaison Officer, **Argonne National Laboratory**

Small Business Development Centers

- 27 Virginia SBDC Centers
- over 1000 Centers Nation Wide
- Visit <https://www.sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc>
- Visit <https://americassbdc.org/>



U.S. Small Business
Administration



"Funded in part through a
Cooperative Agreement with
the U.S. Small Business
Administration."

SBDC Services and Results

- One-on-one confidential business counseling
- Small group training seminars
- Conferences, workshops, seminar series
- Resource referral to local, state, federal and private sources



Mason SBDC Expertise

- Financing and Financial Planning
- Marketing including SEO, Social Media and Digital Marketing
- Industry specialization including Government Contracting, Manufacturing, Retail, Food Service, Childcare and Education, Construction Contracting and Professional Services
- Business Operations including HR, IT, Legal and Accounting
- Cyber Security
- Technology Startup and Commercialization
- New Business Starts



Relevant Workshops

- Government Contracting 101
- Access to Capital – Financing your Small Business
- Digital Marketing – SEO, Social Selling
- Legal and Administrative Steps to Starting a Business
- Cyber Security – CMMC, Small Business Cyber Awareness
- Preparing your Pitch – Best Practices for Educating your Audience.
- Financial Management, Budgeting and KPIs



Helping business do business with government

Virginia PTAC Introduction

**Michael Townsend, Procurement Counselor
Virginia Procurement Technical Assistance Center
mtownse@gmu.edu**

March 2022



PTAC Introduction

- **Headquartered at George Mason University in Fairfax, VA, our statewide network of expert counselors and trainers covers Virginia's major metropolitan areas**
- **Virginia PTAC provides timely, relevant assistance in doing business with government at the Federal, State and Local Levels**
- **Counselors are experts and former representatives from industry including federal, state and local government and large primes**
- **Assistance includes one-on-one counseling sessions, electronic tools, and training seminars on how to do business with the government.**
- **Help is targeted toward small businesses, especially veteran-owned businesses, women and minority entrepreneurs, and businesses located in economically depressed HUBZones.**
- **Large businesses benefit, too, from training and identification of qualified subcontractors.**



PTAC Introduction

Your local PTAC can help you with the following topics:

- **Determining Suitability for Contracting:** The government marketplace poses unique challenges that can overwhelm or even ruin a company that does not have the maturity or resources to meet them.
- **Securing Necessary Registrations:** Your PTAC can help make sure you are registered with the various databases necessary for you to participate in the government marketplace
 - ✓ GSA's System for Award Management (SAM)
 - ✓ SBA's Dynamic Small Business Search
 - ✓ Other government vendor databases.
- **SDB, 8(a), WOSB/EDWOSB, HUBZone, VOSB/SDVOSB and other certifications:** Certain small businesses are eligible for preferred status in some government solicitations. A PTAC counselor can help you determine if your company is eligible for any of these certifications and guide you through the steps necessary to secure them.



PTAC Introduction

Your local PTAC can help you with the following topics:

- **Marketing:** Identify which offices and individuals are most likely to need your product and what is the best way to connect with them.
- **Researching Procurement Histories:**
 - ✓ “What agencies have bought products like yours in the past?”
 - ✓ Which companies have been awarded these contracts?
 - ✓ How much have they been paid?”
 - ✓ Answers to questions like these are necessary to guide your marketing strategy and give you a competitive edge.
- **Networking:** Most PTACs sponsor regular “matchmaking” events, providing critical opportunities to connect with agency buying officers, prime contractors and other businesses that may offer teaming or subcontracting opportunities.



PTAC Introduction

Your local PTAC can help you with the following topics:

- **Identifying Bid Opportunities:** A PTAC can make sure that you are notified — on a daily basis — of government contract opportunities that your company is eligible to bid on through our Bid Match Services subscription.
- **Proposal Preparation:** A procurement specialist can help you navigate even the most difficult solicitation package, including securing necessary specifications and drawings and understanding pricing considerations.
- **Contract Performance Issues:** Even after you've been awarded a contract, your PTAC may be able to help with certain contract performance issues, such as:
 - ✓ Production and Quality Systems
 - ✓ Accounting system requirements, contract payments and payment systems such as Wide Area Workflow and iRapt
 - ✓ Packaging and Transportation
 - ✓ Subcontracting
 - ✓ Property



PTAC Introduction

Your local PTAC can help you with the following topics:

- **Preparing for Audit:** When its time for your contract audit, your PTAC can help you know what to expect, and what you will need to have all documentation in order.
- **Training:** PTACs offer and sponsor educational seminars and webinars covering a variety of procurement topics provided by industry experts, government representatives and procurement counselors.



Helping business do business with government

Find Your PTAC! – <https://www.aptac-us.org/>

- HOME
- ABOUT US
- GOVERNMENT CONTRACTING ASSISTANCE
- APTAC PARTNERS
- PTAC LOGIN
- CONTACT US

Find a PTAC

Find a Procurement Technical Assistance Center
Click on the map below or select your state above to find the Procurement Technical Assistance Center nearest you.
[Find American Indian PTACs »](#)



ASSISTANCE FOR SMALL BUSINESSES

GET THE TRAINING YOU NEED TO SUCCEED

PTAC CLIENT SUCCESSSES

Special announcements and links

- ▶ Defense Logistics Agency (DLA) touts PTAC help for Small Businesses and Government agencies
- ▶ See *PTACs in the News* for PTAC activities and accomplishments across the nation.

HELP FOR GOVERNMENT CONTRACTING

Procurement Technical Assistance Centers (PTACs)

Free Help with SAM Registration – and other government contracting issues.

System for Award Management (SAM) registration *is FREE*, and your PTAC can help you with this *and everything else you need* to sell to federal, state and local government agencies at little or no charge

- ▶ **Workshops and Matchmaking Events** teach you what you need to know and connect you with other businesses and agency buyers.
- ▶ **One-on-One Counseling** tailored to your specific needs – *always free* of charge!

[Find your PTAC now! »](#)

see also APTAC's *Government Contracting Intelligence* blog.



[Find National PTAC Day Events in Your Area](#)

Hurricane/Disaster Contracting Resources

- ▶ Blog post: *Hurricane Disaster Contracting – Steps to take now*
- ▶ Federal Emergency Management Agency (FEMA) website

Contracting Success

In 2019, PTAC clients were awarded

\$24 BILLION IN CONTRACTS

with over

57,000 businesses receiving assistance.

[Learn More ▶](#)

APTAC Partners

APTAC and NIST-MEP Enter Partnership to Help Expand Industrial Base (read more)



[Learn More ▶](#)



PTAC Introduction

Upcoming Industry Outreach and Training Events

Event Title	Date	Location	Registration
Department of Energy – Reducing Barriers: Technical Assistance Training	March 23, 2022 – May 18, 2022	Virtual	https://www.eventbrite.com/e/reducing-barriers-technical-assistance-training-tickets-275669122767
U.S. Department of State Small Business Industry Day	April 28, 2022	George Mason University Van Metre Hall 3351 Fairfax Drive Arlington, Virginia 22201	https://stability-operations.org/events/EventDetails.aspx?id=1598241&group=
Reston Chamber of Commerce 10th Annual NoVA B2G Matchmaking Conference & Expo	May 05, 2022	Sheraton Reston Hotel 11810 Sunrise Valley Dr Reston, VA 20191	https://novab2g.restonchamber.org/
AFCEA NOVA Small Business Enterprise IT Day 2022	May 05, 2022	The Westin Washington Dulles Airport 2520 Wasser Terrace Herndon, VA 20171	https://afceanova.swoogo.com/smallbusinessitday2021/866339



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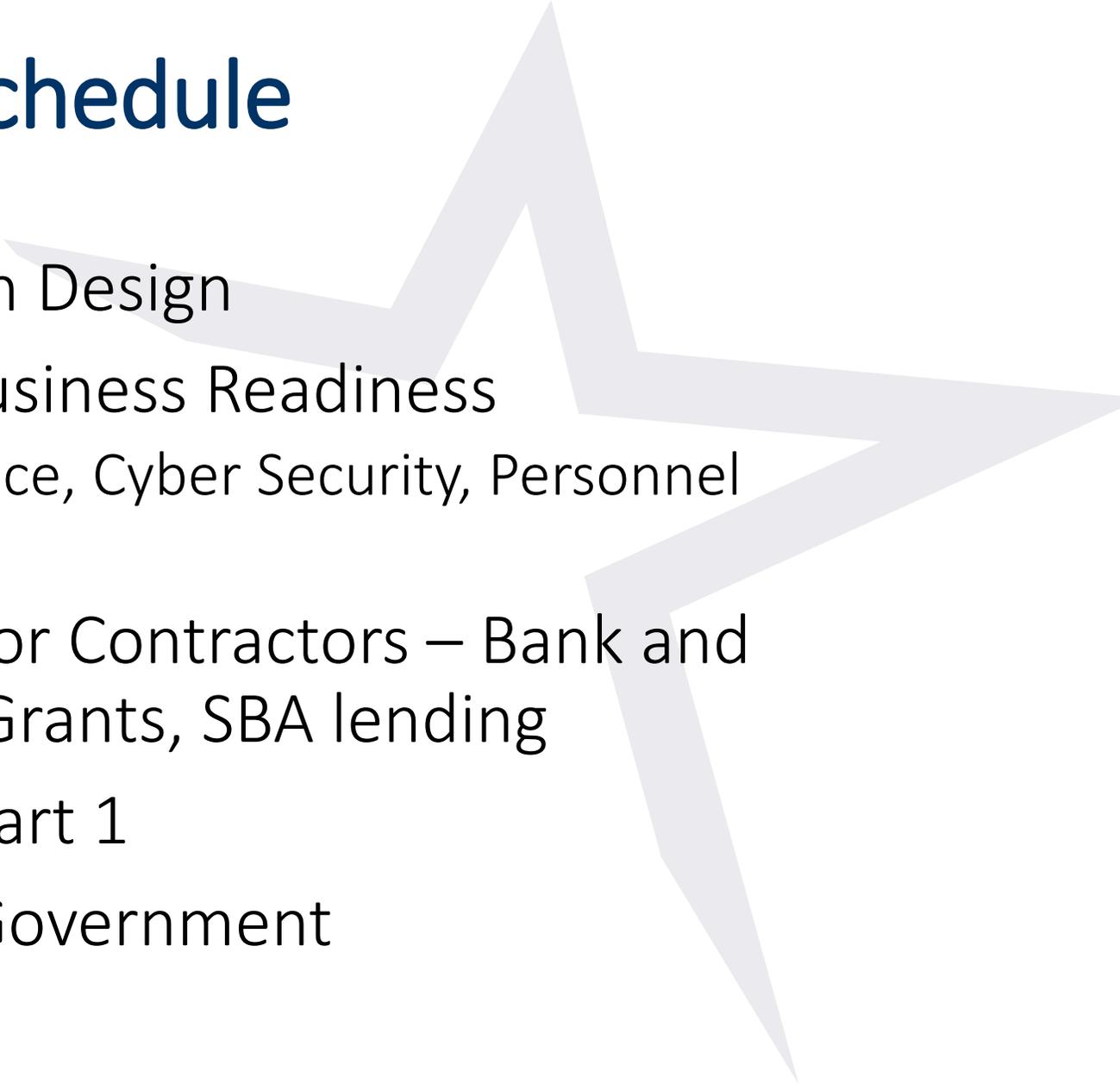
virginiaptac.org

**Michael Townsend, Procurement Counselor
Virginia Procurement Technical Assistance Center
mtownse@gmu.edu**

2022 DOE Training Schedule

Week	Date	Duration	Class
1	March 23, 2022	1pm – 5pm	Developing Your Value Proposition
2	March 30, 2022	1pm – 5pm	Gov Con 101
3	April 6, 2022	1pm – 5pm	Financing Business Growth
4	April 13, 2022	1pm – 5pm	Proposal Writing - Part 1
5	April 20, 2022	1pm – 5pm	Marketing to the Government - Matchmaker Prep
6	April 27, 2022	1pm – 5pm	Proposal Writing – Part 2
7	May 4, 2022	1pm-3pm	DOE Proposal Information (Class with DOE Procurement Cos to discuss what they look for in Proposals)
8	May 11, 2022	1pm – 5pm	Cost Estimation
9	May 18, 2022	1pm – 5pm	Teaming and Joint Venturing

Technical Assistance Schedule

- March 22 – Value Proposition Design
 - March 30 – GovCon 101 – Business Readiness
 - Accounting, Legal and Insurance, Cyber Security, Personnel Clearances
 - April 6 - Business Financing for Contractors – Bank and Alternative Financing, SBIR Grants, SBA lending
 - April 13 – Proposal Writing Part 1
 - April 20 – Marketing to the Government
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Technical Assistance Schedule

- April 27 – Proposal Writing Part 2
- May 4 - DOE Proposal Information (DOE Procurement COs to discuss what they look for in Proposals)
- May 4 – Cost Estimation and Bid Preparation
- May 11- Teaming and Joint Ventures

- July – Industry Day

Today's Schedule – Value Proposition Design

- Introduction to VPD – George Siragusa
 - Navigating Research Sites
 - Connecting your Value Proposition to Market Needs
 - Building Marketing Material including Capability Statements
- 

What is Value Proposition Design and Why?

- Agencies are risk adverse – Why would they consider you?
- Creating a profile that gets you noticed
- Engage in Conversations with Agencies/Primes
- Attract Invitations to Bid
- Visibility in Search
- Differentiation from your competitors



George Siragusa

George is a graduate of the United States Naval Academy, with a Master's Degree from Central Michigan University. He is a certified Growth Wheel International Business Adviser and has advanced expertise in International Marketing from Northwestern University's Kellogg School of Business, International Leadership Studies at Thunderbird University for Executive Leadership and a certification as a Greenbelt in Lean 60 Process Management.

His full profile can be found at <https://www.linkedin.com/in/georgesiragusa/>

George Siragusa is a private sector consultant, entrepreneur, investor, Senior Business Adviser and Mentor to startups, growth and venture Company CEOs and their teams. He provides guidance on Lean Start Up Principles, business strategy, strategic marketing, customer acquisition, sales development, channel management, executive leadership, team building, financial projections, investor preparations, organizational design and more. He has been a mentor-coach for three area business future “mega-trend” technology startup accelerators / actuators including Smart City Works(infrastructure), Innova Personalized Health Care (healthcare) and CIT's Mach37 (cybersecurity).

George is a seasoned leader-instructor at the university level for 10 years, having taught at the United States Naval Academy, George Washington University, Wake Forest University and now George Mason University. George taught a business bootcamp course for three semesters at George Mason University's main Fairfax campus. He is currently an Adjunct Professor and student project faculty technical adviser at George Mason University's Volgenau School of Engineering. It is there that “Coach S.” as his engineering students call him, developed and leads a required three credit course, ME 352, Entrepreneurship and Intrapreneurship for Engineers and Scientists. He also serves “Mason Nation” as a Senior Business Adviser and Counselor to over 250 clients in both his portfolio at the George Mason's Enterprise Center's Small Business Development Center in Fairfax, Virginia, as well as in his private consulting business.

George's vast and deep multi-disciplinary experience spans two parallel 30+ year careers to include Global C-Suite executive positions at ExxonMobil Corporation and as a commissioned U.S. Naval Officer with command leadership positions (U.S. Navy Captain, retired, with both U.S. Navy active and reserve assignments) to include tours at sea and headquarters assignments ashore.

Drawing from his “streetwise” public and private sector experience, it became time for George to focus his energies on GMU to “give back” and “pay forward” perspectives he collected during his military, engineering and business journey.